

CURRICULUM VITAE

DR BRETT HUTCHINS

Senior Lecturer in Communications and Media Studies

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EDUCATION, EMPLOYMENT AND AWARDS

i. Academic Qualifications

Graduate Certificate in Higher Education. 2007. Monash University

Doctor of Philosophy (Sociology). 2001. University of Queensland

Master of Arts (Humanities). 1997. University of Canberra

Bachelor of Arts (Media). 1993. University of Canberra

ii. Current and Previous Academic Positions

2008- Senior Lecturer in Communications and Media Studies (Level C), School of English, Communications and Performance Studies (ECPS), Monash University

2005-2007 Lecturer in Communications and Media Studies (Level B), School of English, Communications and Performance Studies, Monash University

2004 Lecturer in Sociology (Level B), School of Sociology and Social Work, University of Tasmania

2002-2003 Associate Lecturer in Sociology (Level A), School of Sociology and Social Work, University of Tasmania

iii. Awards

2003 University of Tasmania Teaching Merit Award

2002 University of Tasmania Teaching Merit Award

2001 Dean's Commendation for Outstanding Research Higher Degree Thesis (Ph.D.), University of Queensland

1998 University of Queensland Graduate School Research Travel Award (\$2,500)

1998 'C. Lynn Vendien Scholarship Award' from the International Society for Comparative Physical Education and Sport (<http://www.iscpes.org/index-1.html>)

RESEARCH PUBLICATIONS, CITATIONS AND GRANT ACTIVITIES

i. Research Interests

- Media Sport
- Media and Journalism Studies
- Computer and Video Games
- Social Theory

ii. Books

R. van Krieken, P. Smith, D. Habibis, B. HUTCHINS, M. Haralambos and M. Holborn (2006) Sociology: Themes and Perspectives, 3rd edition, Frenchs Forest: Pearson Education.

B. HUTCHINS (2005, Softback; 2002, Hardback) Don Bradman: Challenging the Myth, Melbourne: Cambridge University Press.

iii. Journal Articles

Published and In Press

- L. Lester & B. HUTCHINS (in press) 'Power Games: Environmental Protest, News Media and the Internet,' Media, Culture & Society.
- B. HUTCHINS, D. Rowe & A. Ruddock (in press) "'It's Fantasy Football Made Real": Networked Media Sport, the Internet and the Hybrid Reality of MyFootballClub,' Sociology of Sport Journal, Special Issue: 'Virtual Sport as New Media'.
- J. Freeman & B. HUTCHINS (in press) 'Balancing the Digital Democratic Deficit: e-Government Strategies, Local Politics and Citizen Engagement,' Media International Australia incorporating Culture and Policy.
- B. HUTCHINS & D. Rowe (in press) 'From Broadcast Rationing to Digital Plenitude: The Changing Dynamics of the Media Sport Content Economy,' Television & New Media.
- B. HUTCHINS (in press) 'Signs of Meta-Change in Second Modernity: The Growth of e-Sport and the World Cyber Games,' New Media & Society.
- B. HUTCHINS (2007) 'Public Culture, Independent Online News and the *Tasmanian Times*,' Journalism: Theory, Practice and Criticism, 8(2), pp. 205-225.
- B. HUTCHINS and L. Lester (2006) 'Environmental Protest and Tap-Dancing with the Media in the Information Age,' Media, Culture & Society, 28(3), pp. 433-451.
- B. HUTCHINS (2006) 'The Boy from Bowral: The Role of the Bush in the Legend of Sir Donald Bradman,' Journal of Australian Studies, No. 86, pp. 29-35.
- B. HUTCHINS (2004) 'Castells, Regional News Media and the Information Age,' Continuum: Journal of Media and Cultural Studies, 18(4), pp. 577-590.
- L. Gregory & B. HUTCHINS (2004) 'Everyday Editorial Practices and the Public Sphere,' Media International Australia incorporating Culture and Policy, No. 112, pp. 186-200.
- M.G. Phillips & B. HUTCHINS (2003) 'From Non-Profit to MediaSport: The Political Economy of Football and the Media in Australia,' Journal of Sport and Social Issues, 27(3), pp. 215-232.
- B. HUTCHINS (2001) 'Social-Conservatism, Australian Politics and Cricket: The Triumvirate of Australian Prime Ministers John Howard, Sir Robert Menzies and Sir Donald Bradman,' Journal of Australian Studies, No.67, pp. 56-66.
- J. McKay, B. HUTCHINS & J. Mikosza (2000) "'Shame and Scandal in the Family": Media Narratives of the IOC/SOCOG Scandal Matrix,' Olympika: The International Journal of Olympic Studies, Vol. IX, pp. 25-48.
- B. HUTCHINS (2000) 'The Uses of Nostalgia: An Analysis of Don Bradman and Australian Cricket,' Social Alternatives, 19(2), pp. 35-39.
- B. HUTCHINS & J. Mikosza (1998) 'Rugby League and Violence 1970 to 1995: A Case Study in the Maintenance of Masculine Hegemony,' Journal of Sociology, 34(3), pp. 246-263.
- M.G. Phillips & B. HUTCHINS (1998) 'From Independence to a Reconstituted Hegemony: A Brief History of Rugby League and Television,' Journal of Australian Studies, No.58, pp. 134-147.
- B. HUTCHINS (1998) 'Global Processes and the Rugby Union World Cup,' Football Studies, 1(2), pp. 34-54.
- B. HUTCHINS & M.G. Phillips (1997) 'Selling Permissible Violence: The Commodification of Australian Rugby League 1970-1995,' International Review for the Sociology of Sport, 32(2), pp. 161-176.
- B. HUTCHINS (1997) 'Mediated Violence: The Case of State of Origin Rugby League,' Sporting Traditions, Journal of the Australian Society for Sport History, 13(2), pp. 19-39.

iv. Book Chapters

- B. HUTCHINS (in press) 'January 1981: The Opening of the Australian Institute of Sport. The Government Takes Control of the National Pastime,' in D. Roberts & M. Crotty (eds.) Crucial Moments in Australian History, Sydney: University of New South Wales Press.
- B. HUTCHINS (2007) 'The Problem of Sport and Social Cohesion,' in J. Jupp and J. Nieuwenhuysen with E. Dawson (eds.) Social Cohesion in Australia, Melbourne: Cambridge University Press, pp. 170-181.
- B. HUTCHINS (2006) 'Sport History Between the Modern and Postmodern,' in M.G. Phillips (ed.) Deconstructing Sport History: A Postmodern Analysis, New York: State University of New York Press, pp. 55-73.
- J. McKay, J. Mikosza & B. HUTCHINS (2005) "'Gentlemen, the Lunchbox has Landed": Representations of Masculinities and Men's Bodies in the Popular Media,' in M.S. Kimmel, J. Hearn and R.W. Connell (eds.) Handbook of Studies on Men and Masculinities, London: Sage Publications, pp. 270-288.
- M.G. Phillips, B. HUTCHINS & R. Stewart (2005) 'The Media Sport Cultural Complex: Football and Fan Resistance in Australia,' in J. Nauright and K. Schimmel (eds.) Political Economy of Sport, London: Palgrave Macmillan, pp. 85-103.
- B. HUTCHINS (2005) 'Unity, Difference and the "National Game": Cricket and Australian National Identity,' in S. Wagg (ed.) Cricket and National Identity in the Postcolonial Age: Following On, London: Routledge, pp. 9-27.
- B. HUTCHINS & M.G. Phillips (1999) 'The Global Union: Globalization and the Rugby World Cup,' in J. Nauright and T. Chandler (eds.) Making the Rugby World: Race, Gender, Commerce, London: Frank Cass, pp. 149-164.
- B. HUTCHINS (1998) 'Sporting Violence: History, Theory, Context and Figurations,' in D. Hemphill (ed.) Violence and Sport: Australian Perspectives, Melbourne: Walla Walla Press, pp. 19-39.

v. Refereed Conference Proceedings

- B. HUTCHINS (2007) 'The Pressing Need to Investigate Regional Media in a Global Age,' New Perspectives of Media Studies in a Digital Age, College of Social Sciences, Seoul National University, South Korea.
- B. HUTCHINS (2006) 'Computer Gaming, Media and e-Sport,' The Australian Sociological Association 2006 Annual Conference Proceedings, The Australian Sociological Association.
- B. HUTCHINS (2005) 'Politics, Celebrity and Independent Online News,' The Australian Sociological Association 2005 Annual Conference Proceedings, The Australian Sociological Association.

vi. Review Articles

- B. HUTCHINS (1996) 'Rugby Wars: The Changing Face of Football,' Sporting Traditions, 13(1), pp. 151-162.

vii. Citations

A combined search of *ISI Web of Science*, *Communication and Mass Media Complete*, *Scopus*, *Sports Discus*, *Google Scholar* and my records shows my research is cited regularly, appearing in:

- **International and national journals in the humanities and social sciences**, including *Global Networks – A Journal of Transnational Affairs*, *Science Communication*, *Journal of Contemporary Ethnography*, *Anthropology Today*, *Canadian Review of Sociology and Anthropology*, *Film & History: An Interdisciplinary Journal of*

Film and Television Studies, Journal of Management Studies, Asia Pacific Journal of Tourism Research, Media International Australia incorporating Culture and Policy, Journal of Sociology, Australian Feminist Studies, Australian Historical Studies, Australian Journal of Communication, The Year's Work in Critical and Cultural Theory, and Aggression and Violent Behavior.

- **International and national sports studies journals**, such as *International Review for the Sociology of Sport, Sociology of Sport, Journal of Sport and Social Issues, Sport in Society, Culture Sport Society, The International Journal of the History of Sport, International Journal of Sport Management and Marketing, Sport Marketing Quarterly, International Sports Studies, International Journal of Sport Psychology, Sport Psychologist, Football Studies* and *Sporting Traditions*.
- **Books and edited collections**, including *Journalists and the Public: Newsroom Culture, Letters to the Editor, and Democracy* (Hampton Press 2007), *Sport and the Media: Managing the Nexus* (Elsevier Publishing 2007), *The Games Are Not The Same: The Political Economy of Football in Australia* (Melbourne University Press, 2007), *The Political Economy of Sport* (Palgrave Macmillan 2005), *The Field: Truth and Fiction in Sport History* (Routledge 2005), *Rethinking Aggression and Violence in Sport* (Routledge 2005), *Critical Readings: Sport, Culture and the Media* (Open University Press 2004), *Australian Sport: Better by Design? The Evolution of Australian Sport Policy* (Routledge 2004), *Sport in Australasian Society: Past and Present* (Frank Cass 2000), *Global Sport: Identities, Societies, Civilizations* (Polity Press 1999), and *Tourism, Leisure, Sport: Critical Perspectives* (Hodder Headline 1998). Discussion of and reference to my book, *Don Bradman: Challenging the Myth*, has also appeared in popular book titles such as Christine Wallace's *The Private Don* (Allen & Unwin 2004), Sean Gorman's *Brotherboys: The Story of Jim and Phillip Krakouer* (Allen & Unwin 2005), Michelle Schwarz's *One Split Second: The Death of David Hookes and the Trial of Zdravko Micevic* (University of NSW Press 2006), and Alan Eason's *The A-Z of Bradman* (ABC Books 2004).

viii. Grants and Research Funding

Competitive:

- 2008-2010 'Struggling for Possession: The Control and Use of Online Media Sport,' ARC Discovery Project, 2008-2010. Chief Investigator with Prof. David Rowe, University of Western Sydney. \$181,800.
- 2004 'Tasmanian Media and Regional Identity', University of Tasmania Internal Research Grant Scheme. \$10,000.

Non-Competitive:

- 2005 New Appointees Grant, Faculty of Arts, Monash University. \$10,000.
- 2005 Teaching Initiatives – Online Development Project, Faculty of Arts, Monash University. \$5,000.

REVIEW ACTIVITIES, CONFERENCE PRESENTATIONS, AND HDR SUPERVISION

i. Review and Professional Activities

- Australian Reader (OzReader) for the Australian Research Council (2008).
- I referee manuscripts for *Journal of Sociology, Anthropology Today, Tourist Studies, Sociology of Sport Journal, International Journal of Sport Communication, Media International Australia incorporating Culture and Policy, Journal of Australian Studies, M/C – Media and Culture, The Australian and New Zealand Communication Association Annual Conference Proceedings* and *The Australian Sociological Association's Annual Conference Proceedings*. I have also evaluated textbook proposals for Oxford University

Press.

- Conference co-convenor: *International and Intercultural Communications in the Age of Digital Media*, Monash University, 11-13 August 2008. The School of ECPS and the Communications Department of Seoul National University are holding this conference jointly. Partner institutions include Hong Kong Baptist University and the Chinese Communications University. (See: <http://arts.monash.edu.au/ecps/communications/news-and-events/2008/international-communications.php>)
- Visiting External Examiner (2006-2008). Honours and Masters Program, Journalism and Media Studies, University of Tasmania.
- ARC Cultural Research Network Masterclass with Professor Toby Miller. 'Popular Media and Cultural Citizenship', University of Melbourne, 15 May 2006. Participation in this Masterclass was limited to 12 participants and based on a national competitive application process.
- Media and Communications Section Convener. 'Community, Place, Change: The Annual Conference of the Australian Sociological Association Conference', University of Tasmania, Hobart (5-8 Dec. 2005).
- Invited Speaker. 'Completing a PhD on Time', Australian and New Zealand Communication Association Postgraduate Forum, 15 March 2006, Monash University.

ii. Conference Presentations

- B. HUTCHINS (2007) 'The Pressing Need to Investigate Regional Media in a Global Age,' New Perspectives of Media Studies in a Digital Age Conference, College of Social Sciences, Seoul National University, South Korea, 5-6 October.
- B. HUTCHINS & D. Rowe (2007) 'Mapping the State of Play in Online Media Sport'. Paper presented at 'Communications, Civics, Industry', The Australian and New Zealand Communication Association Conference, La Trobe University, 5-6 July.
- B. HUTCHINS (2006) 'Computer Gaming, Media and e-Sport'. Paper presented at 'Sociology for a Mobile World', The Annual Conference of the Australian Sociological Association Conference, University of Western Australia, 4-7 December.
- B. HUTCHINS (2005) 'Politics, Celebrity and Independent Online News'. Paper presented at 'Community, Place, Change', The Annual Conference of the Australian Sociological Association Conference, University of Tasmania, Hobart, 5-8 December.
- B. HUTCHINS (2004) 'Regional News Media and the Information Age'. Paper presented at 'Making a Difference', The Australian and New Zealand Communication Association Conference, University of Sydney, 7-9 July.
- B. HUTCHINS & L. Lester (2004) 'Tap-Dancing with the Media in the Information Age'. Paper presented at Imaging Nature: Environment, Media and Tourism, Faculty of Arts, University of Tasmania, 27-29 June.
- B. HUTCHINS (2001) 'Sir Donald Bradman and Narratives of Commemoration.' Paper presented at 'Nation and Narration', an official Centenary of Federation Event, International Association of Australian Studies, University of Queensland, Brisbane, 23-25 June.
- B. HUTCHINS (2000) 'Nationalism, Masculinity and Heroism: Sir Donald Bradman.' Paper presented at Manning the Next Millennium: An International Interdisciplinary Masculinities Conference, Legend's Hotel, Queensland University of Technology, Gold Coast, 1-2 December.
- J. McKay, B. HUTCHINS & J. Mikosza (2000) 'Scandal - Which Scandal? Australian Media Narratives of the IOC/SOCOG Scandal Matrix.' Paper presented at 'Sport and Social Justice: What Have We Learned? What Shall We Do / Teach?' North American Society for the Sociology of Sport 21st Annual Conference, University of Colorado, Colorado Springs, 8-11 November.

- Keynote Address:* J. McKay, B. HUTCHINS & J. Mikosza (2000) 'Shame and Scandal in the Family: Australian Media Narratives of the IOC/SOCOG Scandal Matrix.' Paper presented at 'Bridging Three Centuries: Intellectual Crossroads and the Modern Olympic Movement', Fifth International Symposium for Olympic Research, International Centre for Olympic Studies, University of New South Wales, 8-10 September.
- B. HUTCHINS (2000) 'Social Conservatism, Australian Politics and Cricket: Comparing the Prime Ministers, John Howard and Robert Menzies, and Cricket Hero, Don Bradman.' Paper presented at 'ISCPES 2000: Sport and Leisure Between Global and Local Cultures', 12th Biennial Conference of the International Society for Comparative Physical Education and Sport, Twin Waters Resort, Sunshine Coast, Queensland, 29 August-3 September.
- B. HUTCHINS (2000) 'The Boy from Bowral: The Role of the Australian Bush in the Legend of Sir Donald Bradman.' Paper presented at 'Country: the Conference', International Australian Studies Association, University of Queensland, Ipswich Campus, 5-7 July.
- B. HUTCHINS (1999) 'The Uses of Nostalgia: Don Bradman and Australian Cricket.' Paper presented at 'Teams and Fans International Conference', 3rd Annual Conference of the Football Studies Group, Twin Waters Resort, Sunshine Coast, Queensland, 15-18 July.
- B. HUTCHINS (1998) 'Global Processes and the Rugby Union World Cup.' Paper presented at 'Old Borders, New Borders, No Borders', 11th Biennial Conference of the International Society for Comparative Physical Education and Sport, K.U. Leuven University, Belgium, 8-13 July.
- M.G. Phillips & B. HUTCHINS (1998) 'The Rugby Codes and Globalisation: A Retrospective (1995-1998).' Paper presented at 'Football and Culture International Conference', 2nd Annual Conference of the Football Studies Group, Victorian University of Technology, 24-27 June.
- B. HUTCHINS (1997) 'Mediated Violence: State of Origin Rugby League.' Paper presented at 'Football and Identities International Conference', 1st Annual Conference of the Football Studies Group, University of Queensland, Australia, 21-23 March.

iii. HDR Supervision

PhD Primary Supervision

Julie Freeman, 'Viable Democracy: Local Government and the Creation of a Connected Citizenship,' 2006- .

PhD Associate Supervision

Candice Janz, 'Facebook and the Commodification of Interpersonal Relationships,' 2008- .
 Shafizan Mohamed, 'Agenda Setting of Printed and Online Newspapers in Malaysia,' 2008- .
 Ranilo Hermida, 'Jürgen Habermas on the Paradoxes and Prospects of Deliberative Democracy and Discursive Politics,' 2007- .
 Julia Verdouw, 'Memory, Consumerism and Hope Amongst Young Tasmanian Adults,' School of Sociology and Social Work, University of Tasmania, 2003-2004.

COMMUNICATION OF RESEARCH IN THE MEDIA AND COMMUNITY

i. Media Publications

B. HUTCHINS and D. Rowe (2007, 18 May) 'WWW are the Three Letters that Spell the End of a Cosy, 25-Year Relationship,' The Age: Business – Opinion and Analysis, p. 10.

- (<http://www.theage.com.au/news/business/www-are-three-letters-that-spell-the-end-of-a-cosy-25yearrelationship/2007/05/17/1178995324424.html?page=fullpage#>).
- B. HUTCHINS and D. Rowe (2007, 4 June) 'Game On: The Battle for Control of Online Sport'. On Line Opinion: Australia's e-journal of social and political debate. (Online version of the article above) (<http://www.onlineopinion.com.au/view.asp?article=5928>).
- B. HUTCHINS (2006, 24 June) 'Fun! (and Games),' The Age, A2: Culture and Life, pp. 18-19.
- B. HUTCHINS (2005, 26 September) 'Is David Beckham a God?' On Line Opinion: Australia's e-journal of social and political debate. (<http://www.onlineopinion.com.au/view.asp?article=3658>).
- B. HUTCHINS (2005, 14 August) 'Melbourne Missing a Rugby League Culture,' The Sunday Age [Sport], p. 20. (<http://www.theage.com.au/news/league/melbourne-missing-a-rugby-league-culture/2005/08/13/1123353542071.html>).
- B. HUTCHINS (2005, 14 August) 'The Storm Need a Melbourne Vibe to Survive,' The Sun-Herald, p. 99.
- B. HUTCHINS (2001, 1 March) 'The Media, the Man and the Myth,' The Australian [Media Liftout], p.3. (<http://www.theaustralian.com.au/extras/bradman/bradman25.html>)
- B. HUTCHINS (2001) 'The Australian Hero,' Wisden Cricketers' Almanack Australia 2001-02, South Yarra: Hardie Grant Books, pp. 30-36.

ii. Public Presentations

- Invited Presenter and Panel Member. 'Games and Gamers', *Technology and Ideas Forum*, State Library of Victoria, 29 April 2008.
- Panel Moderator. *The eGames & Entertainment Expo*, Melbourne Exhibition Centre, 16-18 November 2007. Panel topic: 'The Rise of Hands-On Video Games'.
- Keynote Speaker. 'Social Inclusion: Sport and Recreation as a Tool for "Good Settlement"', *Refugee Youth Policy Forum and Multicultural Sports Network Meeting*. 4 April 2007 at VicHealth, Carlton, Melbourne. Organised by the Centre for Multicultural Youth Issues, and sponsored by the State Government of Victoria and the Federal Department of Immigration and Citizenship.
- Panel Moderator. *The eGames & Entertainment Expo*, Melbourne Exhibition Centre, 17-19 November 2006. Panel topic: 'Opening up Games to New Players and Expanding the Market'. Speakers included Sony Australia's Michael Ephraim, David McClean of Microsoft Xbox Australia/New Zealand, Nintendo Australia's Rosemary Lappin, and journalist Steve Polak.
- Invited Presenter. *Dissecta: Game Fan / Game Maker Events*. 'FUNdamentals of Cybersports', 16 May 2006. Held at the Australian Games Innovation Centre, Melbourne.
- Invited Presenter. *SBS 'Harmony Day' Forum*, 2006 (United Nations International Day for the Elimination of Racism). 'Sport as a Universal Language'. Australian Centre for the Moving Image (ACMI), 27 February. Hosted by George Negus, opened by Victorian Minister for Sport and Recreation Justin Madden, and featuring the CEO of the AFL, Andrew Demetriou.
- Television and Media Critic, *ABC Radio Hobart*, weekly with Peter Hughes on 'Nights' (Feb.-June 2003).

iii. Media Interviews

- I have accepted offers of interview from television, radio, newspaper and magazine media outlets on over 60 occasions since 1999. Outlets have included the ABC

Television documentary unit (for the nationally screened 'Don Bradman: Reflections on the Legend'), *BBC4 Radio*, Channel 31 *C News*, Radio National's *The Sports Factor* (3 times) and *PM* with Mark Colvin, SBS Radio's *Worldview*, ABC Local Radio in Hobart, Gippsland and on the Gold Coast, *The Bulletin* magazine (cover story), *Inside Sport* magazine, *Sydney Morning Herald*, *The Age*, *Sun-Herald*, *West Australian*, *The Mercury* and *New Zealand Herald*.